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Delivery Services - Guerilla Test of "Get Books, Articles and More" Page

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Project Cover Sheet

Project	<p>Delivery Services</p> <p><i>Guerilla Test of “Get Books, Articles and More” Page</i></p> <p>“Get Books, Articles and More” is a link on the Library’s gateway page that leads to a list of links to other Library delivery services.</p>
Committee & Members	<p>Usability Working Group</p> <p>Kat Hagedorn (chair), Suzanne Chapman, Karen Downing, Anne Karle-Zenith, Shana Kimball, Gurpreet Rana, Robert Tolliver</p> <p>Josh Morse (student intern), Xiaomin Jiang (student intern)</p>
Report Info	<p>Report Author(s): Josh Morse, Xiaomin Jiang</p> <p>Contact Information: ul-usability@umich.edu</p> <p>Report Date: June 2007 Last Revised: June 2007</p>
Objectives	<p>The goal for this test was to determine, from a pool of three choices, which alternate label terminology for the current “Get Books, Articles, and More” link best fits the user’s understanding of the delivery services page that follows.</p>
Methodology	<p>Method – Informal “Guerilla” User Tests</p> <p>18 participants</p> <p>Dates of study: May 2007</p>
Results & Analysis	<p>Test results revealed that the majority of the participants preferred the link label “Delivery Services”. We also found that only approximately 40% of our users knew what ILL was, with graduate students and staff being more likely to know than undergraduates and visitors.</p>
Recommendations	<ul style="list-style-type: none">• Replace the current “Get Books, Articles, and More” link on the library gateway page with “Delivery Services”• Move the link “Interlibrary Loan (ILL)” from the “I need to find” section to the “Library Services” section of the UM Library gateway page• Remove the “Document delivery” link that is currently under “I need to find” section from the UM Library gateway page

Introduction:

Previous user testing has shown that the current 'Get Books, Articles and More' link does not provide a good indication of what library services it may provide. As a result, the link will be replaced with a new label that better describes the services that it links to. The goal of this test is to determine what terminology best describes users' understanding of the services under the 'Get Books, Articles and More' link.

Test:

We administered a short, approximately 5 minute test to 18 users. Participants were recruited at the Graduate and Undergraduate libraries, Michigan Union Tap room, and DIAG (a large outdoor space in the middle of Central Campus). Of the 18 people approached, 3 were visiting scholars, 5 were graduate students, 8 were undergraduate students and 2 were faculty members. See Figure 1 for a visual of total affiliations of test participants.

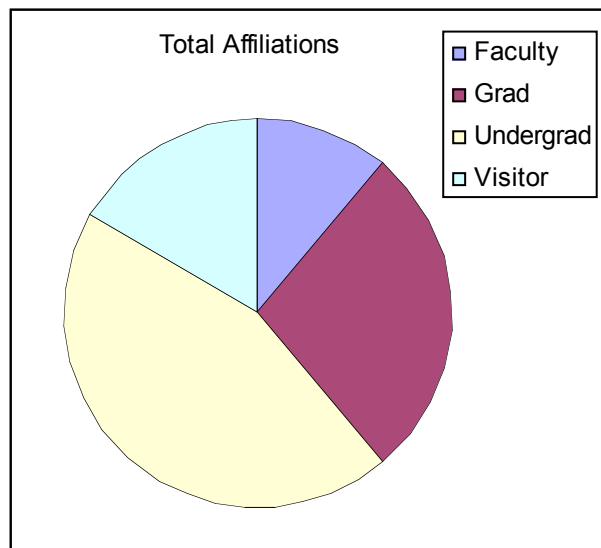


Figure 1: Total Affiliation of Test Participants

Participants were initially asked to describe their affiliation with the University of Michigan (if any). Then, for Part A, they were shown a paper printout of the current university library gateway page with the "Get Books, Articles, and More" link replaced with one of three alternate labels: "ILL & Delivery Service", "Delivery Service" and "Book and Article Delivery" (see Figure 2). Each of the three labels was shown to six participants for an even distribution among the 18 participants. They were then asked what they expected to see on clicking the link, providing qualitative feedback on each label.

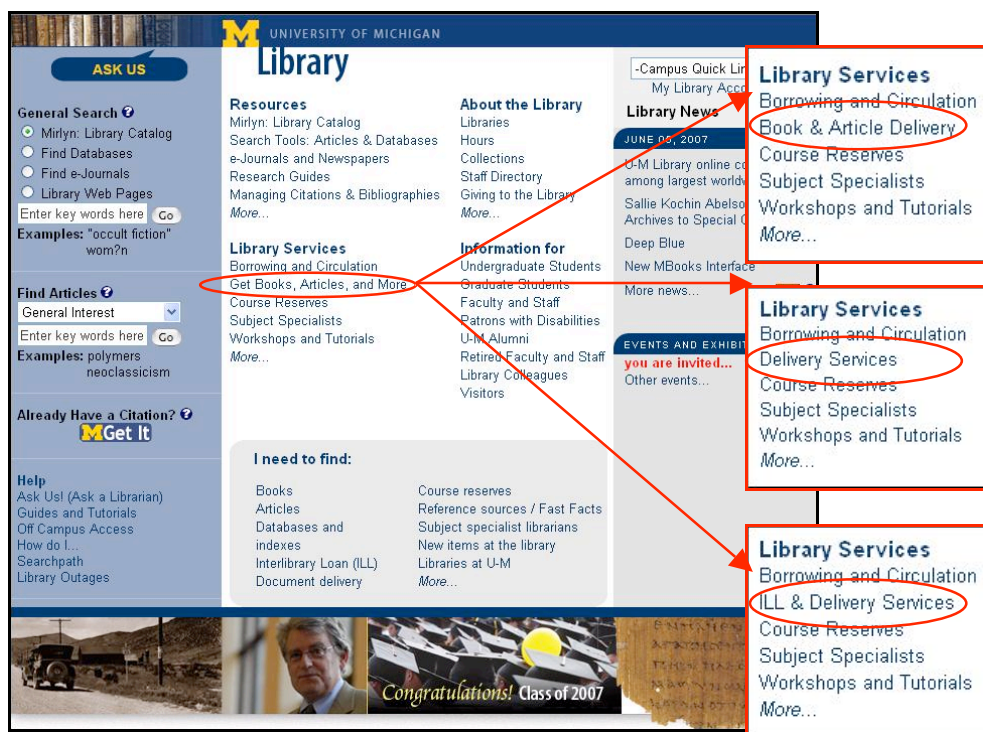


Figure 2: replaced with one of the three alternate labels

For Part B, all participants were shown a paper printout of the current “Get Books, Articles and More” page without the page title (see Figure 3). They were also asked to rate how well they thought the link they were shown in Part A described the current “Get Books, Articles and More” page on a ten point Likert scale.

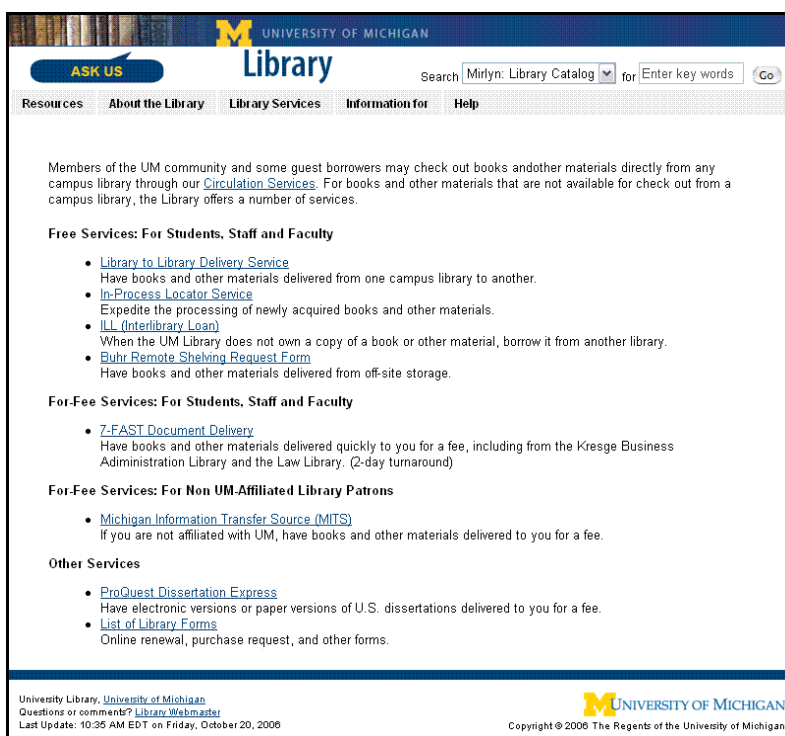


Figure 3: Current "Get Books, Articles and More" page without the page title

During Part C, all participants were shown a randomly-ordered list of the three alternate labels being tested. They were asked to choose a link they thought best described the current “Get Books, Articles, and More” page from Part B.

As a closing question, all participants were asked if they had known what ILL was before the current test.

Results:

Each of the three parts of our test were tallied and reviewed individually.

Part A

This section was the most difficult to measure, as the responses were qualitative and thus our categorization contained some degree of subjectivity. Still, we did our best to determine how well users had perceived the content of the current “Get Books, Articles, and More” page from each of the three labels.

- Delivery Services: 6/6 users correctly identified at least one service
- Book and Article Delivery: 5/6 users correctly identified at least one service
- ILL and Delivery Services: 4/6 users correctly identified at least one service

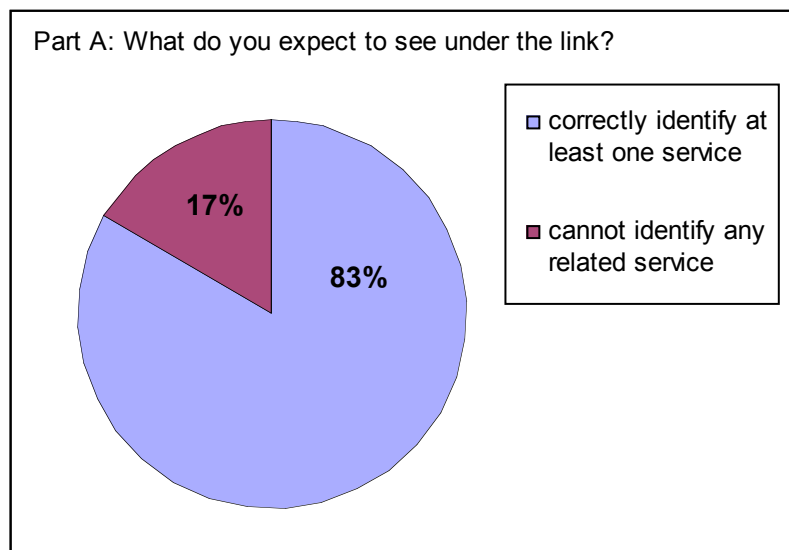


Figure 4: Part A result

As a result, Delivery Services seems to be the best choice from Part A, followed by Book & Article Delivery.

Part B

For Part B, we took an average of the users' rating of each link, with the following results:

- Delivery Services: 8.33.

- ILL and Delivery Services: 6.92
- Book & Article Delivery: 6.83

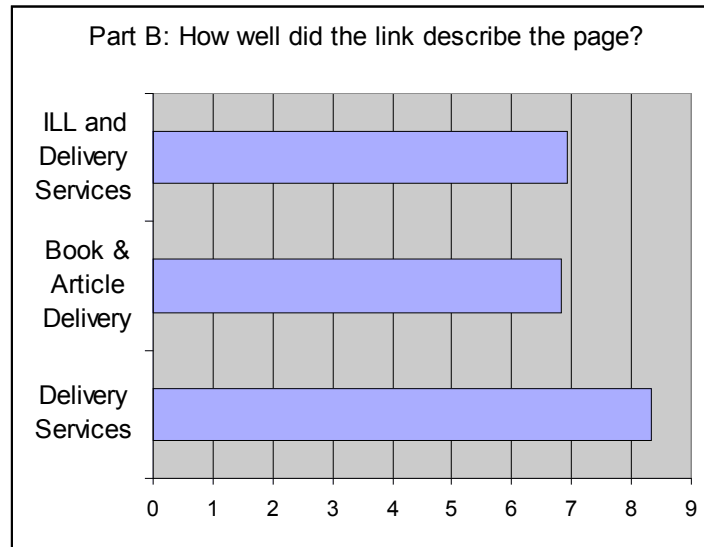


Figure 5: Part B result

Both “Book & Article Delivery” and “ILL and Delivery Services” had very similar results, but “Delivery Services” was the clear winner.

Part C

To measure the results of Part C, we simply tallied the number of times users chose each label. The results are:

- Book and Article Delivery: 7/18
- ILL and Delivery Services: 6/18
- Delivery Services: 5/18

These results, while very close, might seem to contradict our results from the previous two sections of our test. Upon further reflection, however, we feel that these results are too biased and unreliable. Users had already been tested on one label and viewed the current “Get Books, Articles, and More” page before answering Part C. We also feel that because this section asked the users to retrospectively rate the label after seeing the “Get Books, Articles, and More” page, which contained words like ILL, book, and article, users would be biased when reviewing the labels. We are far more interested in the users’ understanding of the label before they see the “Get Books, Articles, and More” page, because this is a better indication of how they actually browse through the library gateway page. Finally, several users indicated that they had a difficult time choosing between two or three choices, and their final selection seemed arbitrary. As a result, we are choosing to ignore the results of Part C for our recommendation.

ILL Knowledge

Our results showed that 7 users had known what ILL was before the current test, while

11 did not. These 7 users are broken down as follows:

- 3 graduate students, 2 staff members, and 2 undergraduate students.
- 2 were shown “Book & Article Delivery”, 1 was shown “ILL & Delivery Services”, and 4 were shown “Delivery Services”.

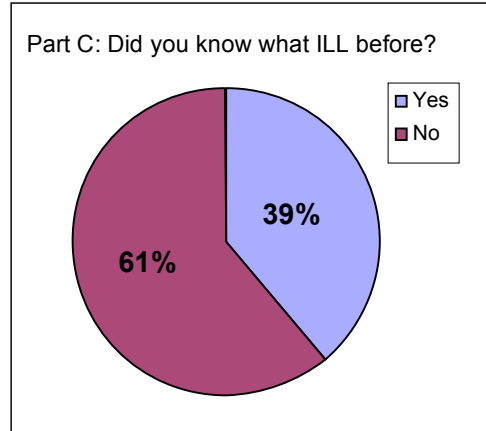


Figure 6: Part C result

Recommendations:

Based on Parts A and B of our testing, the most intuitive link was “Delivery Services”, the second most intuitive link was “Book & Article Delivery” and the least intuitive label was “ILL & Delivery Services”. Although the result of Part C might seem to contradict these findings, we found Part C to be biased to some extent and are thus ignoring its results.

As a result of this testing, we recommend that the label “Get Books, Articles, and More” on the library gateway page be replaced with “Delivery Services”. We also recommend that the heading of the current “Get Books, Articles, and More” page be replaced with “Delivery Services”.

Furthermore, we surveyed 6 other academic library websites (Yale, Berkeley, Stanford, Columbia, Cornell and Harvard) and found that five of them prominently displayed the ‘Interlibrary Loan’ or ‘ILL’ link on their gateway page under some sort of “Services” label. All of them displayed the ILL link near another link for other delivery services. See following figures for detail.

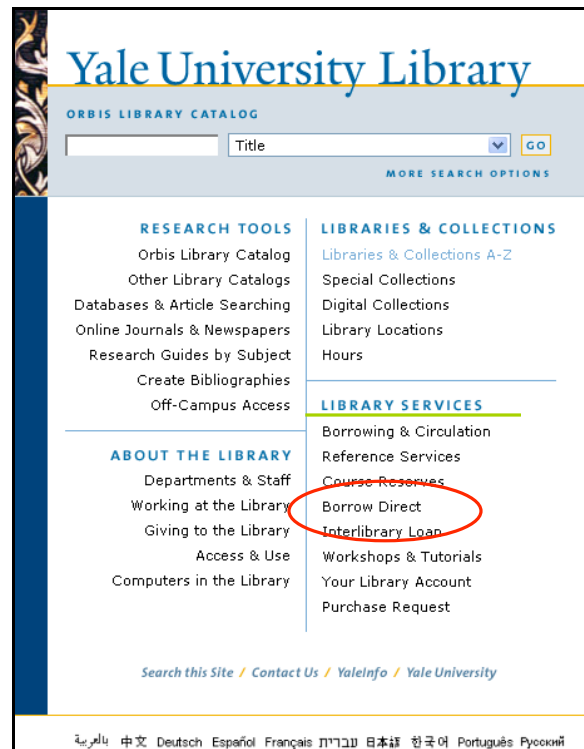


Figure 7: Library Service @ Yale

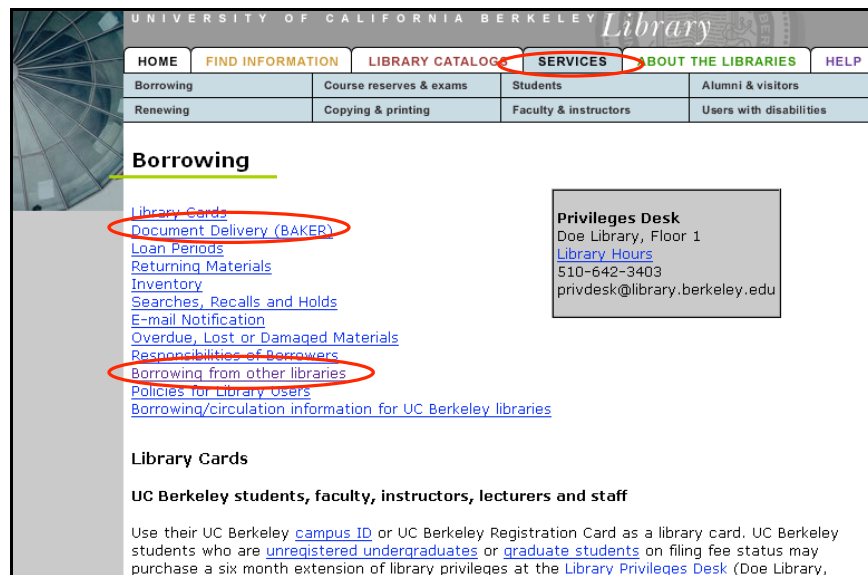


Figure 8: Borrowing @ Berkeley

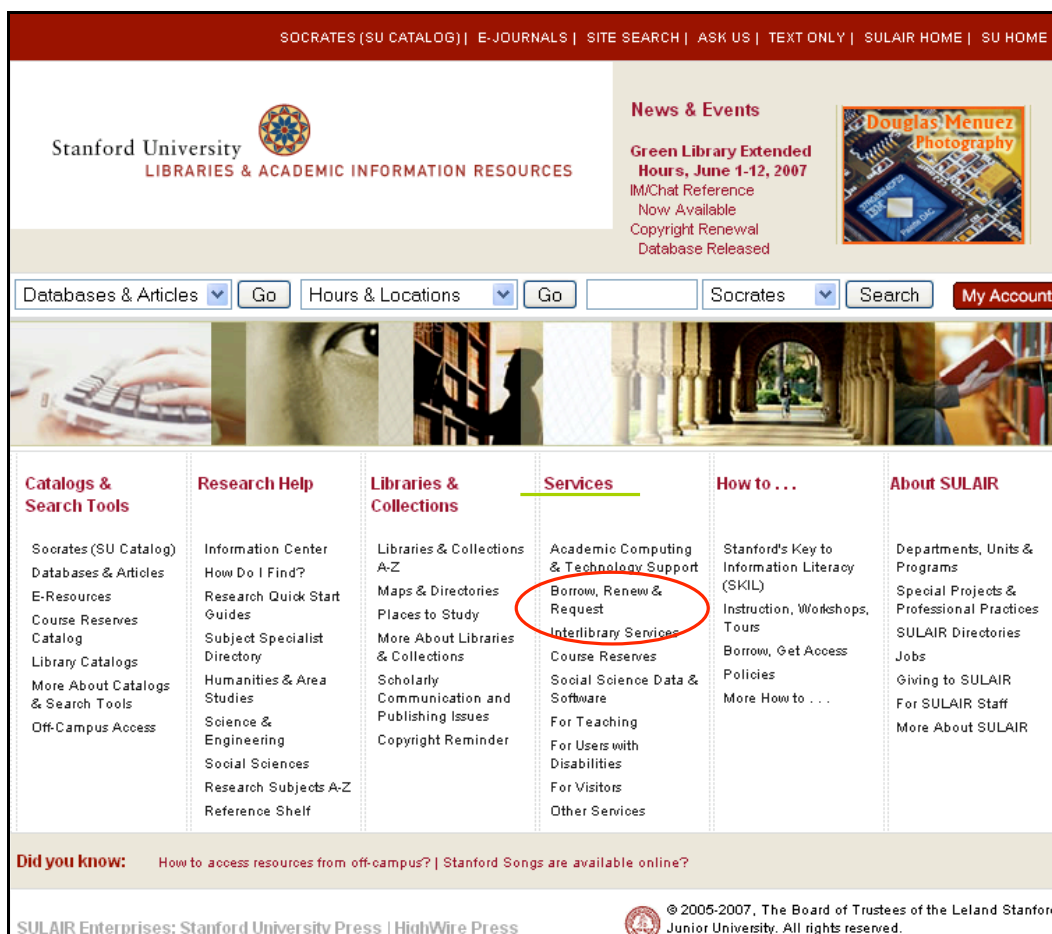


Figure 9: Service @ Stanford



Figure 10: "Request It" @ Columbia

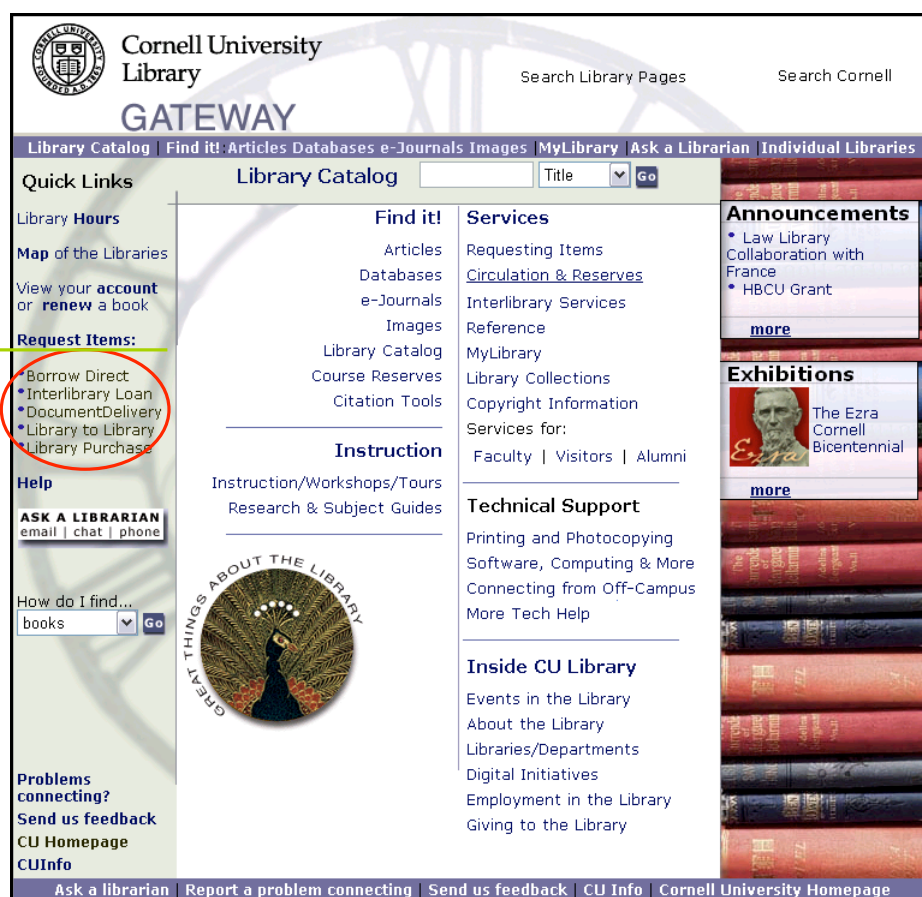


Figure 11: "Request Items" @ Cornell

Our analysis of the University of Michigan Library gateway page showed that the link "Interlibrary Loan (ILL)" was under the category "I need to find" rather than the "Library Services" grouping. This seemed out of place, as the other links in the "I need to find" category led to informational articles rather than linking directly to a library service page. In addition, below the "Interlibrary Loan (ILL)" link on the current gateway page, there is a link labeled "Document Delivery", which directs users to the current "Get Books, Articles and More" page. See Figure 13 below for detail. We also noticed link duplication between "Library Services" and "I need to find" for the "Course reserves" and "Subject specialist librarians" links, but those are out of the scope of this report.



Figure 12: Problem areas in the current library gateway page

We recommend that the current “Interlibrary Loan (ILL)” link be moved from the “I need to find” category on the current library gateway page to the “Library Services” category, directly below the new “Delivery Services” link. We also recommend that the “Document Delivery” link be removed, as it is a duplicate of an existing link under the “Library Services” category on the gateway page. The remaining labels in the “I need to find” category can be shifted as needed to fill gaps. See Figure 14 for a revised library gateway page which implements our recommendations.

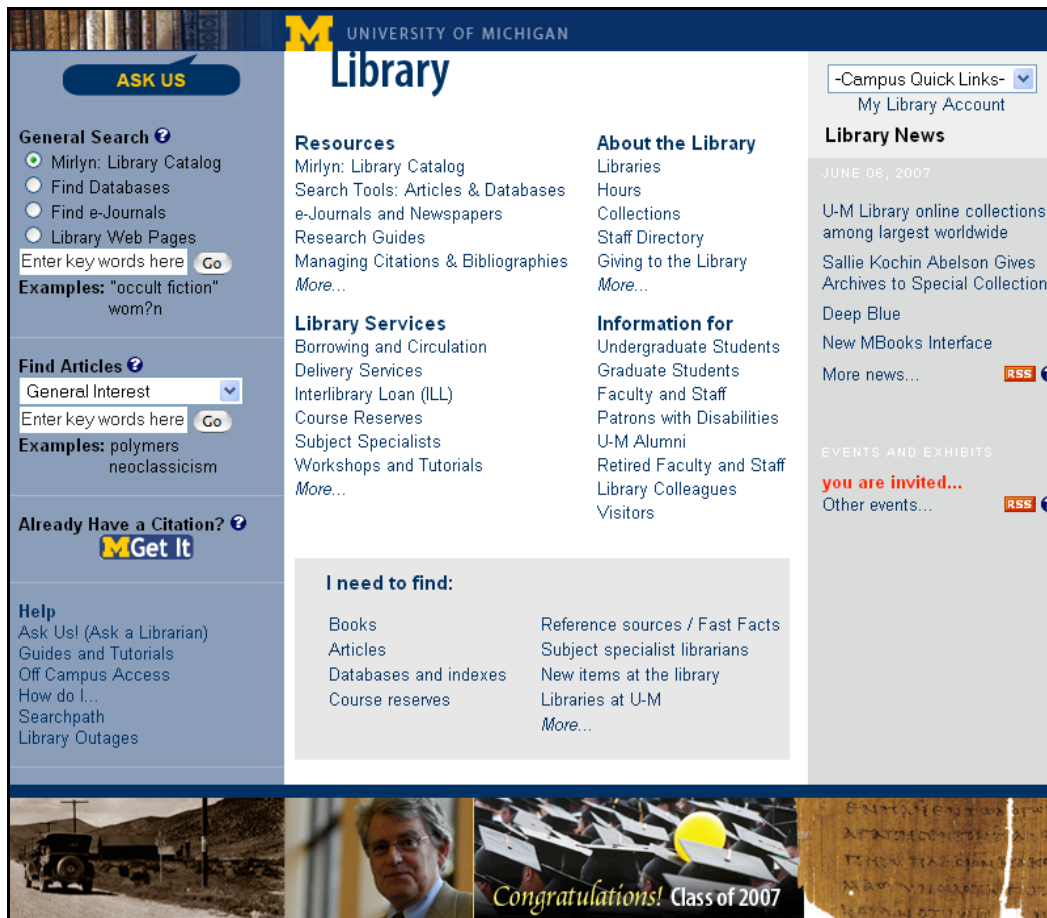


Figure 13: Visual of Recommendations

Appendix A: Test Script

Greet the participant

Hi, my name is _____. Would you be willing to participate in a brief study about one of the library's services? It will take about five minutes of your time. (Yes or No)

Pre-test procedure

The following instruction will be read to all participants before starting the test session. Although, in an informal testing environment such as this, it might be a better idea (and less intimidating) to simply talk to the user directly.

Thank you for participating in this study. I do want you to know a couple of things before we begin:

- I want to emphasize that we are not testing you or your abilities – we are testing the product. We are here to learn from your experience.
- You should know you are not obligated to take this test, but we hope you will, to help us improve our library's resources.

We need you to sign a consent form for our IRB (behavioral study) records.

Thanks! Do you have any questions for me before we begin?

Begin Test.

Preliminary question: What is your affiliation with the University?

Part A:

- *All users will be shown a mockup of the current library gateway page. The “Get Books, Articles, and More” link will be replaced with one of the following:*
 1. *Delivery Services (1/3 of users tested)*
 2. *ILL & Delivery Services (1/3 of users tested)*
 3. *Book & Article Delivery (1/3 of users tested)*
- What do you expect to see on clicking this link?

Part B:

- *Show users the current Get Books, Articles, and More page.*
 1. On a scale from one to ten, with one being poor, five average, and ten excellent, how well did the link (Delivery Services, ILL & Delivery Services, or Book & Article Delivery) describe what you see on this page?

1	2	3	4	5	6	7	8	9	10
(poor)				(average)					(excellent)

Part C:

- *Show the user the current Get Books, Articles, and More page along with the following options on a separate sheet of paper (randomized):*
 1. *Delivery Services*
 2. *ILL & Delivery Services*
 3. *Book & Article Delivery*
- Which of these labels do you feel best describes this page (*circle the choice above*)?

Part D:

Closing:

- Did you know what ILL was before this study? (Yes / No)
- Thank you for participating in this study. Feel free to take a piece of candy.

Test Ends

Appendix B: Test Results

#	Affiliation with UM	Part A		Part B	Part C	Part D
		Show a mockup with replacing the label	What do you expect to see?	Scale (0-10)	Pick from given labels	Know what ILL was
1	Undergrad student	ILL & Delivery Services	A guess – how to deliver books from one library to another	4	Book & Article Delivery	No
2	Undergrad student	ILL & Delivery Services	When you request a book delivered to the desk for pickup	8	Book & Article Delivery	No
3	Visitor	ILL & Delivery Services	Retrieving references	9	ILL & Delivery Services	No
4	Under	ILL & Delivery Services	Request articles from other universities	8.5	ILL & Delivery Services	No
5	Under	ILL & Delivery Services	Help finding research articles	7	Book & Article Delivery	No
6	Grad	ILL & Delivery Services	Find and request some materials from different locations	5	ILL & Delivery Services	Yes. Once or twice per semester.
7	Under	Delivery Services	Interlibrary Loan, ask the library borrow the material you want from other libraries	8	Delivery Service	Yes. Currently work for ILL but only used once since joining UM.
8	Visiting scholar	Delivery Services	Borrow and request books and materials	8 (the first line of Get Books page has a word error.)	ILL & Delivery Services (why not Interlibrary Loan?)	No
9	Grad	Delivery Services	delivery needed materials from one library to the other	8(7-Fast? Doesn't make any sense)	Book and Article Delivery	No
10	Undergrad student	Delivery Services	Reserve books & pickup later	9	Book & Article Delivery	Yes
11	Grad student (alumni)	Delivery services	Get books from another library electronically or deliver them physically.	8	ILL & Delivery Services	Yes
12	Staff (SI)	Delivery Services	Transfer from Buhr – library to library or office delivery	9	Delivery Services	Yes

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13	Faculty	Book & Article Delivery	Materials delivery between libraries	4	Book & Article Delivery	Yes. Work in Hatcher.
14	Grad	Book & Article Delivery	Searching and requesting books and articles	9	Book & Article Delivery	No
15	Under	Book & Article Delivery	Find and ask librarians to delivery books	8	ILL & Delivery Services	No
16	Undergrad student	Book & Article Delivery	Information on delivery a book to the dorm or in PDF format from Mirlyn	8	Delivery Services	No
17	Grad Student	Book & Article Delivery	Magazine full-text articles & information on how to get books	6	Delivery Services	Yes
18	Visitor	Book & Article Delivery	Information about what is available in the library	6	Delivery Services	No